

Shalini Shalu

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Executive Summary

Strategic and results-oriented Business Analyst with a Master's in Information Technology (Data Analytics) and hands-on experience in real estate marketing, healthcare operations, and business development analytics. Skilled in building performance dashboards, optimizing sales pipelines, and supporting executive-level reporting using tools such as Power BI, Tableau, Excel, and Salesforce Z360. Adept at collaborating cross-functionally with sales, operations, and marketing teams to align on goals, document requirements, and drive data-informed decision-making. Experienced in conducting process mapping, market research, and gap analysis to identify actionable insights and improve business efficiency. Known for delivering high-impact reports and presentations tailored for V and C-level audiences. Brings a consistent focus on clarity, integrity, and execution across projects, with strong alignment to values of accountability, continuous improvement, and collaboration.

Professional Experience

Loungani Real Estate Group | Keller Williams United Business Data Analyst

Falls Church, VA
February 2023 – Present

Achievements:

Improved Software Quality: Reduced software defects by **30%** through structured regression, integration, and UAT testing.
Defect Backlog Reduction: Cleared defect backlog by **25%** within three sprints, enhancing operational stability.
Efficient Integration Testing: Coordinated integration testing across applications, achieving **zero critical defects** post-release.
Social Media Engagement: Created metrics to track engagement, boosting social media interaction by **15%** in **3 months**.
Targeted Marketing Strategy: Developed a marketing strategy, increasing engagement from the younger demographic by **15%**.

Responsibilities:

Business Development Analysis: Analyzed agent performance, property listing activity, and lead pipeline health to generate insights that informed sales strategy and improved conversion rates.
Executive-Level Reporting: Prepared reports and presentations for senior leadership, including VPs and executives, to support decisions across sales, marketing, and brokerage operations.
QA Coordination: Supported software implementation projects, coordinating with development and QA teams. Assisted in planning, tracking, and delivering project milestones using Agile (Scrum/Kanban) methodologies.
Testing Execution: Conducted testing activities, including smoke testing, regression testing, A/B testing, integration testing, and user acceptance testing (UAT), ensuring thorough coverage of functional requirements.
KPI Dashboards and Visualization: Built and maintained dashboards in Power BI and Tableau to track key real estate metrics such as days on market, listing-to-sale ratio, and agent productivity.
CRM and Campaign Analysis: Used Salesforce Z360, Constant Contact, and Buffini to monitor engagement with property marketing campaigns and assess the effectiveness of agent follow-up activities.
Process Optimization and Gap Analysis: Identified bottlenecks in lead-to-deal workflows and recommended improvements to increase agent efficiency and deal velocity.
Market and Competitive Research: Conducted market research and competitive analysis to benchmark pricing strategies, identify trends, and support geographic expansion planning.
Cross-Functional Collaboration: Worked with brokerage teams, marketing, and operations to align goals, define requirements, and drive execution of real estate initiatives.
User Acceptance Testing (UAT): Participated in UAT for CRM enhancements and reporting tools to ensure functionality met business needs in a real estate context.
Requirements Gathering and Documentation: Collaborated with stakeholders to document business needs and support enhancements to real estate systems and tools.
Ad-Hoc Reporting Support: Delivered customized reports on listings, sales performance, and campaign effectiveness to support brokerage growth and short-term goals.

Achievements:

- Increased Patient Engagement:** Conducted awareness campaigns, leading to a **25%** increase in patient inquiries.
- Expanded Access for Low-Income Patients:** Implemented discount programs, resulting in a **30%** increase in low-income patients.
- Optimized Treatment Plans:** Developed personalized plans with gait training, improving recovery rates by **20%**.
- Enhanced Mobility:** Strengthened exercises leading to a **15%** improvement in patient mobility over **6 months**.
- Improved Diagnosis Accuracy:** Introduced systemized assessments, boosting diagnosis accuracy by **25%**.
- Increased Exercise Adherence:** Monitored patient exercises, achieving an **85%** completion rate, and improving patient outcomes.
- Boosted Patient Satisfaction:** Achieved an **18%** increase in patient satisfaction through improved care and follow-up.

Responsibilities:

- Clinical Data Analysis:** Employed analysis to evaluate patient outcomes, contributing to enhanced care and efficient resource allocation.
- Process Improvement:** Streamlined clinical processes to improve patient flow and operational excellence.
- Healthcare Informatics:** Managed healthcare data systems for patient tracking and created user-friendly data visualizations
- Patient-Centered Care Initiatives:** Led the development and implementation of innovative treatment protocols, improving operational practices within the healthcare setting.
- Educational Outreach & Training:** Conducted workshops for patients and staff on new therapies and technologies, simplifying complex information for diverse audiences.
- Stakeholder Communication:** Built effective relationships with patients, families, and medical staff through active listening and collaborative communication skills.

Technical Proficiencies		
Data Analysis	SQL	Agile Methodologies
Business Analysis	Microsoft 365	HTML
Data Visualization	Google Workspace	Business Intelligence Tools
Jira & Confluence	Salesforce	PeopleSoft

Key Competencies		
Time Management	Attention to detail	Leadership
Visual Modeling	Analytical Thinking	Collaboration
Problem-Solving	Stakeholder Engagement	Documentation

Education	
Washington University of Science and Technology <i>Master of Science in Information Technology, Data Management, and Analytics</i> GPA 3.83	Alexandria, VA Jan 2023 – Sep 2024
George Washington University- School of Business <i>Graduate Coursework in Sports Management.</i>	Washington, DC Aug 2022 – Jan 2023
Rajiv Gandhi University of Health Sciences <i>Bachelor of Physical Therapy</i> GPA 3.13	Bangalore, India Sep 2015 – June 2021